



USDA Weekly Retail Turkey Feature Activity

Fri. Feb 23, 2007

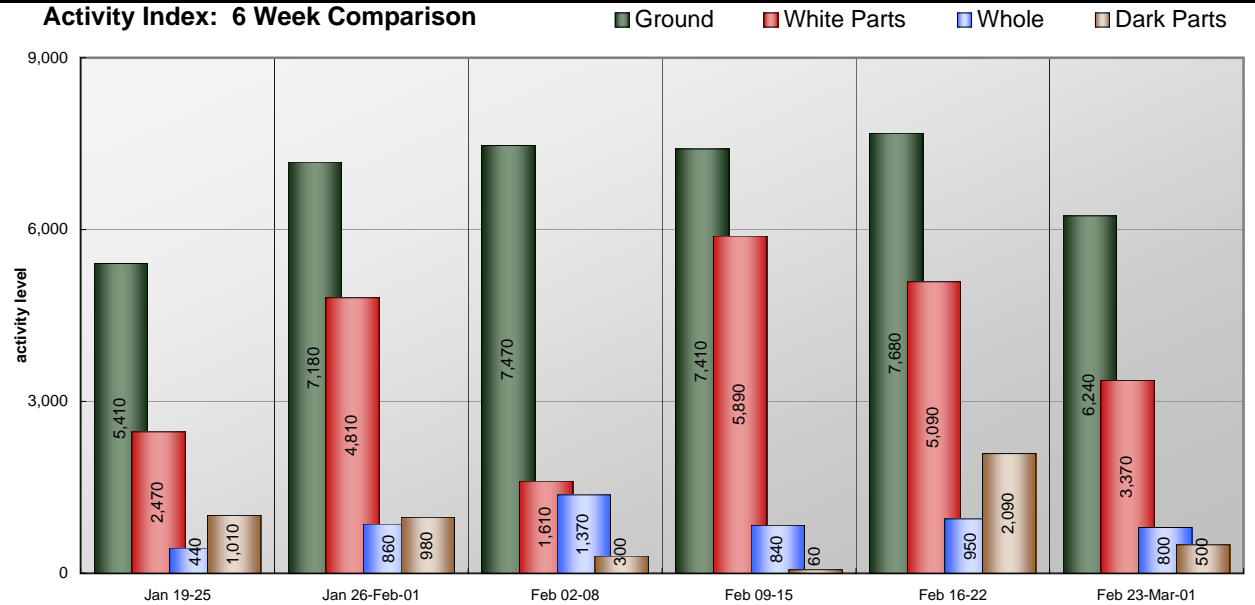
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/23 thru 03/01.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	45.7% of 17,000 outlets		48.5% of 17,000 outlets		48.3% of 17,000 outlets	
Special Rate 4/	4.9%		5.3%		3.8%	
Activity Index 2/	11,820		16,770		15,470	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	260	1.16	10	1.49	130	1.01
" - Toms			180	1.40		
Frozen - Hens	270	0.97	480	0.85	780	0.91
" - Toms	270	0.97	280	0.95	780	0.91
PARTS:						
Breast:						
Bone-in, whole						
Fresh	540	1.76	440	1.68	120	2.25
Frozen	740	1.50	340	1.42	420	1.77
Hotel Style						
Fresh	50	1.29			160	1.59
Frozen						
Split, bone-in						
Fresh	10	2.99				
Rotisserie	710	6.40	2,130	7.73	2,280	6.95
Boneless, whole						
			50	3.99	260	3.60
Cutlets	1,080	4.03	1,150	4.41	1,400	4.00
Cutlets, thin sliced	180	4.78	230	4.46		
Strips			20	4.54	660	4.01
Tenders	60	3.59	730	4.06	990	3.85
Marinated Tenders	650	3.81	730	3.17		
Drumsticks						
	330	1.41	940	1.14	370	1.13
Thighs	60	1.48	140	1.69	160	1.44
Wings	100	1.35	800	1.04	190	1.26
Necks	10	1.49	40	1.29	40	1.49
Smoked Drumsticks					30	1.55
Smoked Wings			170	1.39	70	1.28
Smoked Necks					110	1.99
GROUND TURKEY:						
Patties	990	2.77	1,150	2.45	890	2.57
Sausage	410	2.45	1,510	2.31	670	2.51
85% lean	460	1.43	210	1.54	1,120	1.71
93% lean	3,550	2.31	3,040	2.17	2,700	2.28
Breast	830	3.92	1,770	3.82	1,140	3.75
Rolls (frsh/frz 1 lb.)	260	1.00	230	1.14	--	--

Note: rolls not included in ground fresh ground turkey total and weighted average.

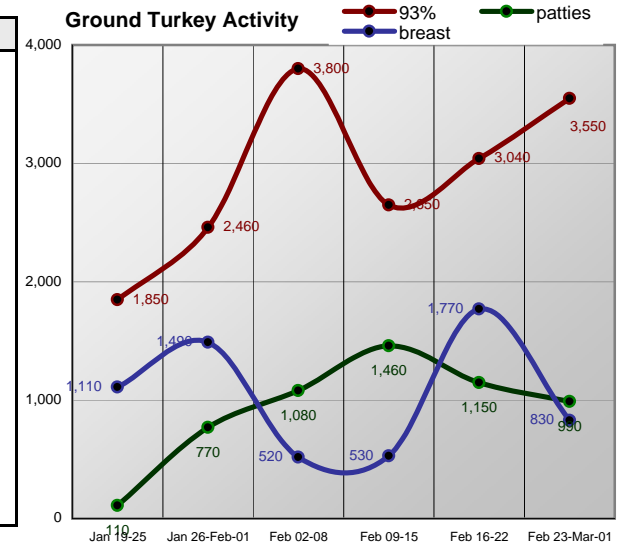
Activity Index: 6 Week Comparison



Turkey Featuring - 02/23 thru 03/01

Retail turkey promotional activity slipped this week as supermarkets turn their attention to seafood for Lent. Whole turkey offers increased on fresh hens at lower prices, but offers are lower on frozen hens and toms and the prices are higher. Bone-in breast activity improved on fresh and frozen at higher values. Offers of rotisserie breasts are a fraction of the previous week at lower trending prices and other breast meat cuts slowed from the previous week. Overall prices on dark meat items are higher on the limited offers. Total ground turkey promotions are lower on volume and weighted average price. Offers of lean ground turkey continued to increase over previous weeks.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE**: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/: **STORES/AVG**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	41.5% of 7,900 sampled outlets 4.0% of stores w/ no-price promotions Activity Index = 6,490			36.4% of 5,200 sampled outlets 3.9% of stores w/ no-price promotions Activity Index = 1,610			66.0% of 3,900 sampled outlets 8.0% of stores w/ no-price promotions Activity Index = 3,460		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.99 - 1.29	260	1.16						
" - Toms									
Frozen - Hens	0.99	210	0.99	0.89	40	0.89	0.89	20	0.89
" - Toms	0.99	210	0.99	0.89	40	0.89	0.89	20	0.89
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.59 - 1.99	520	1.75				1.99	20	1.99
Frozen	0.99 - 1.49	80	1.03	1.49 - 1.79	500	1.57	1.49 - 1.69	160	1.53
Hotel Style									
Fresh	1.29	50	1.29						
Frozen									
Split, bone-in									
Fresh							2.99	10	2.99
Rotisserie	4.49 - 8.99	440	6.06	5.99	140	5.99	7.99	130	7.99
Boneless, whole									
Cutlets	3.69 - 4.59	1,020	4.06	3.59	50	3.59	3.59	10	3.59
Cutlets, thin sliced	3.49 - 4.99	180	4.78						
Strips									
Tenders				3.59	50	3.59	3.59	10	3.59
Marinated Tenders	3.49 - 3.73	350	3.60	4.26	10	4.26	2.67 - 4.99	290	4.05
Drumsticks	1.27 - 1.49	290	1.41	1.27 - 1.49	30	1.45	1.29	10	1.29
Thighs	1.29 - 1.49	50	1.42				1.79	10	1.79
Wings	1.27 - 1.49	90	1.36	1.27	10	1.27			
Necks	1.49	10	1.49						
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.29 - 2.99	530	2.59	1.66 - 3.00	120	2.94	3.00	340	3.00
Sausage	2.39	160	2.39	2.39 - 2.44	30	2.40	2.50	220	2.50
85% lean	1.49	140	1.49	1.29 - 1.79	190	1.40	1.43	130	1.43
93% lean	1.92 - 2.79	1,200	2.16	1.37 - 2.40	400	2.05	1.99 - 2.80	1,950	2.46
Breast (99-100% lean)	3.49 - 4.16	700	3.90				4.00 - 4.16	130	4.01
Rolls (frsh/frz 1 lb.)	0.99	10	0.99	1.00	250	1.00			